

ABSTRACT OF THE DISCLOSURE

The present invention relates to a method and system for creating, personalized presentation folders on demand or in response to a specific input or request. More particularly, the present invention is directed toward the preparation of personalized or individualized marketing, advertising and communication pieces that can be bundled as presentation and demonstration folders to more efficiently deliver marketing and informational messages to the intended recipients, such as the attendees of a specific presentation. The system of the present invention enables the production of individual pieces of collateral that can be tailored to meet the individual needs of end users such as presenters and sales professionals.